

# Cooperative Marketing Summary

## Fiscal Year Ending June 30, 2024

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Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

## SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant, Supporting DMO Grant (this grant was not utilized in FY24), Marketing Platform Development, the Search Engine Marketing Partnership, the Travel South Scholarship, and the Educational Conference Scholarship. In addition, FY24 allowed for a one-time program for an Eclipse grant and an Ad Effectiveness Study for the Marketing Matching Grant. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded more than \$81 million toward the support of local performance-based tourism marketing projects.

### **Cooperative Marketing Goals:**

- Support and further the Missouri Division of Tourism's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.

### **Administration:**

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT worked with both Madden Media and its contracted marketing agency of record, OBP, to administer the Cooperative Marketing Programs.

### **FY24 Cooperative Marketing Opportunities:**

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is a 50/50 matching program for pre-approved travel advertising completed in pre-approved media markets. Award amounts were based on the County Tourism Level (CTL) of the certified DMOs.
- **Supporting DMO Grant** – This grant expands eligibility in the MMG component of the program to a limited number of non-certified DMOs. These DMOs generally meet all requirements necessary to participate in the MMG but are however ineligible due to one program stipulation related to the number of certified DMOs a county may have. All policies are the same as the MMG.
- **Marketing Platform Development** – The Marketing Platform Development (MPD) is a 50/50 matching program for a one-time, pre-approved marketing investment that is utilized beyond the fiscal year of the initial investment.
- **Search Engine Marketing Partnership** – The Search Engine Marketing (SEM) Partnership is not a reimbursement grant; however, it is a dynamic and powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The program is a 50/50 match with minimums and maximums based on various budget levels. Participants pay Madden Media directly and reporting is not required for the program.

- **Travel South Scholarship** – The Travel South Scholarship (TSS) was designed to assistance DMOs with in the Travel South International Showcase. The scholarship reimburses registration fee and lodging fees for one individual from each DMO to attend the annual showcase.
- **Educational Conference Scholarship** – The Educational Conference Scholarship (ECS) reimburses DMOs for registration and lodging fees to numerous travel and tourism conferences across the country. Like the TSS, this is for on individual from each DMO and one conference annually.

**SECTION II. COOPERATIVE MARKETING ANALYSIS****FY2024 Analysis:**

The chart below details the dollars that were made available, and the actual dollars expended for FY24 in each of the programs. This includes both MDT and DMO contributions.

<b>FY24 Summary of Cooperative Marketing Investments</b>				
<b><u>Coop Opportunity</u></b>	<b><u>Number of Participants</u></b>	<b><u>Maximum Funds</u></b>	<b><u>Amount Awarded* by MDT</u></b>	<b><u>Amount Paid ** by MDT</u></b>
Marketing Matching Grant	35	\$ 4,125,500	\$ 3,567,528	\$ 3,378,251
Supporting DMO Grant	0	\$ 55,000	\$ -	\$ -
Marketing Platform Development	11	\$ 110,000	\$ 107,250	\$ 86,378
Search Engine Marketing	29	\$ 340,000	\$ 333,875	\$ 338,005
Travel South Scholarship	10	\$ 20,000	\$ 20,000	\$ 20,000
Educational Conference Scholarship	7	\$ 30,000	\$ 15,900	\$ 15,814
Eclipse Grant	6	\$ 250,000	\$ 257,637	\$ 250,000
Ad Effectiveness		\$ 224,000	\$ 224,000	\$ 224,000
<b>Totals</b>		<b>\$ 5,154,500</b>	<b>\$ 4,526,190</b>	<b>\$ 4,312,448</b>

\* Award refers to the amount of money contracted and available for the DMO to request

\*\* Paid refers to the dollar amount transferred to the DMO upon program completion

**Statistical Data:****Outcomes for all Cooperative Marketing Grants:**

Percent of funds in each grant in relation to total funds:

	<b><u>Maximum</u></b>	<b><u>Awarded</u></b>	<b><u>Reimbursed</u></b>
MMG	80.04%	78.82%	78.34%
Supporting DMO	1.07%	0.00%	0.00%
MPD	2.13%	2.37%	2.00%
SEM	6.60%	7.38%	7.84%
Travel South Scholarship	0.39%	0.44%	0.46%
Educational Conference Scholarship	0.58%	0.35%	0.37%
Eclipse Grant	4.85%	5.69%	5.80%
Ad Effectiveness Study	4.35%	4.95%	5.19%

The information below summarizes dollars awarded and reimbursed for each of the programs by DMO and county designation. The tables show contributions by MDT only.

<b>Marketing Match Grant</b>			
<b><u>DMO Name</u></b>	<b><u>County</u></b>	<b><u>Awarded</u></b>	<b><u>Reimbursed</u></b>
City of Kirksville	Adair	\$ 24,957	\$ 24,452
Benton County Tourism	Benton	\$ 25,000	\$ 12,491
Columbia CVB	Boone	\$ 116,411	\$ 97,717
Buchanan County Tourism	Buchanan	\$ 160,000	\$ 151,011
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 24,100	\$ 3,525
Callaway County Tourism	Callaway	\$ 25,000	\$ 24,999
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 300,000	\$ 292,000
Cape Girardeau CVB	Cape Girardeau	\$ 87,014	\$ 56,910
Clay County	Clay	\$ 61,099	\$ 40,582
Jefferson City CVB	Cole	\$ 63,595	\$ 63,595
City of Boonville Tourism	Cooper	\$ 10,000	\$ 9,437
Kennett Chamber	Dunklin	\$ 9,388	\$ 4,088
Washington Area Chamber	Franklin	\$ 20,488	\$ 20,448
City of Hermann	Gasconade	\$ 50,000	\$ 49,634
Springfield CVB	Greene/Polk/Christian	\$ 400,000	\$ 400,000
Clinton Tourism Association	Henry	\$ 10,000	\$ 8,172
City of West Plains Tourism	Howell	\$ 25,000	\$ 24,731
Visit KC	Jackson	\$ 330,000	\$ 330,000
City of Carthage	Jasper	\$ 100,000	\$ 85,262
Jefferson County	Jefferson	\$ 50,000	\$ 49,507
Warrensburg CVB	Johnson	\$ 37,500	\$ 36,964
City of Lebanon	Laclede	\$ 50,000	\$ 50,000
City of Hannibal CVB	Marion/Ralls	\$ 50,785	\$ 43,060
Perry County Heritage Tourism	Perry	\$ 10,000	\$ 10,000
Sedalia CVB	Pettis	\$ 50,000	\$ 50,000
Rolla Area Chamber & CVB	Phelps	\$ 13,572	\$ 12,281
Platte County CVB	Platte	\$ 46,250	\$ 45,528
Pulaski County Tourism	Pulaski	\$ 100,000	\$ 96,077
Moberly Area Chamber	Randolph	\$ 10,000	\$ 10,000
Sikeston CVB	Scott	\$ 47,369	\$ 41,990
Greater St. Charles CVB	St. Charles	\$ 250,000	\$ 250,000
Explore St. Louis	St. Louis/City	\$ 495,000	\$ 495,000
Ste. Genevieve Tourism	Ste. Genevieve	\$ 25,000	\$ 8,339
Table Rock/Kimberling City Chamber	Stone	\$ 160,000	\$ 160,000
Branson Lakes Area Chamber/CVB	Taney	\$ 330,000	\$ 320,451
		<b>\$ 3,567,528</b>	<b>\$ 3,378,251</b>

Marketing Platform Development				
<u>DMO Name</u>	<u>County</u>	<u>Platform</u>	<u>Awarded</u>	<u>Reimbursed</u>
Columbia CVB	Boone	Website Development	\$ 10,000	\$ 5,000
Callaway County Tourism	Callaway	Social Media Strategy	\$ 6,500	\$ 6,500
Van Buren Area Chamber	Carter	Marketing Plan Development	\$ 10,000	\$ 10,000
City of Boonville Tourism	Cooper	Visual Asset Procurement	\$ 5,750	\$ 5,750
Joplin CVB	Jasper	Visitor Profile Study	\$ 22,500	\$ 9,375
Warrensburg CVB	Johnson	Visual Asset Procurement	\$ 10,000	\$ 9,500
City of Lebanon	Laclede	Visitor Profile Study	\$ 7,500	\$ 7,500
City of Maryville Tourism	Nodaway	Website Development	\$ 10,000	\$ 7,753
Perry County Heritage Tourism	Perry	Visual Asset Procurement	\$ 10,000	\$ 10,000
Sedalia CVB	Pettis	Social Media Strategy	\$ 5,000	\$ 5,000
Ste. Genevieve Tourism	Ste. Genevieve	Marketing Plan Development	\$ 10,000	\$ 10,000
			<b>\$ 107,250</b>	<b>\$ 86,378</b>

Search Engine Marketing			
<u>DMO Name</u>	<u>County</u>	<u>Contracted</u>	<u>Actual Paid</u>
Benton County Tourism	Benton	\$ 4,500	\$ 5,178
Columbia CVB	Boone	\$ 20,837	\$ 21,640
Buchanan County Tourism	Buchanan	\$ 16,500	\$ 16,481
Callaway County Tourism	Callaway	\$ 3,000	\$ 2,997
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 5,196	\$ 5,201
Lake Ozarks Tri County Lodging	Camden/Miller/Morgan	\$ 21,600	\$ 21,609
Clay County	Clay	\$ 4,200	\$ 4,190
Liberty CVB	Clay	\$ 4,050	\$ 4,059
Jefferson City CVB	Cole	\$ 18,720	\$ 18,618
Washington Area Chamber	Franklin	\$ 4,200	\$ 4,199
City of Hermann	Gasconade	\$ 12,000	\$ 11,987
Springfield CVB	Greene/Polk/Christian	\$ 21,600	\$ 21,572
Jefferson County	Jefferson	\$ 1,500	\$ 1,738
Warrensburg CVB	Johnson	\$ 9,000	\$ 8,993
City of Lebanon	Laclede	\$ 4,200	\$ 4,200
Greater Chillicothe Region	Livingston	\$ 3,000	\$ 2,993
City of Hannibal CVB	Marion/Ralls	\$ 21,600	\$ 21,571
City of Maryville Tourism	Nodaway	\$ 6,396	\$ 6,372
Perry County Heritage Tourism	Perry	\$ 3,000	\$ 2,998
Sedalia CVB	Pettis	\$ 10,008	\$ 9,983
Rolla Area Chamber & CVB	Phelps	\$ 3,000	\$ 2,996
Platte County	Platte	\$ 3,000	\$ 2,997
Pulaski County Tourism	Pulaski	\$ 6,492	\$ 6,467
Moberly Area Chamber	Randolph	\$ 3,876	\$ 3,862
Greater St. Charles CVB	St. Charles	\$ 21,600	\$ 21,592
Maryland Heights	St. Louis	\$ 6,000	\$ 5,923
Explore St. Louis	St. Louis/City	\$ 21,600	\$ 21,796
Table Rock/Kimberling City Chamber	Stone	\$ 51,600	\$ 52,892

Branson Lakes Area Chamber/CVB	Taney	\$ 21,600	\$ 22,901
		<b>\$ 333,875</b>	<b>\$ 338,005</b>

Travel South Scholarship			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Columbia CVB	Boone	\$ 2,000	\$ 2,000
Buchanan County Tourism	Buchanan	\$ 2,000	\$ 2,000
Jefferson City CVB	Cole	\$ 2,000	\$ 2,000
Callaway County Tourism	Callaway	\$ 2,000	\$ 2,000
Springfield CVB	Greene/Polk/Christian	\$ 2,000	\$ 2,000
Visit KC	Jackson	\$ 2,000	\$ 2,000
Joplin CVB	Jasper	\$ 2,000	\$ 2,000
Chillicothe CVB	Livingston	\$ 2,000	\$ 2,000
Pulaski County Tourism	Pulaski	\$ 2,000	\$ 2,000
Explore St. Louis	St. Louis/City	\$ 2,000	\$ 2,000
		<b>\$ 20,000</b>	<b>\$ 20,000</b>

Educational Conference Scholarship			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Buchanan County Tourism	Buchanan	\$ 2,700	\$ 2,642
Jefferson City CVB	Cole	\$ 2,100	\$ 2,077
City of West Plains Tourism	Howell	\$ 2,600	\$ 2,614
Warrensburg CVB	Johnson	\$ 2,500	\$ 2,489
Perry County Heritage Tourism	Perry	\$ 2,500	\$ 2,527
Pulaski County Tourism	Pulaski	\$ 1,700	\$ 1,674
Explore St. Louis	St. Louis/City	\$ 1,800	\$ 1,791
		<b>\$ 15,900</b>	<b>\$ 15,814</b>

Eclipse Grant			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Greater Poplar Bluff Chamber	Butler/Carter/Wayne	\$ 100,000	\$ 102,363
Kennett Chamber	Dunklin	\$ 24,305	\$ 24,305
City of West Plains	Howell	\$ 54,250	\$ 54,250
Thayer Chamber	Oregon	\$ 20,000	\$ 10,000
Perry County Heritage Tourism	Perry	\$ 34,717	\$ 34,717
Sikeston CVB	Scott	\$ 24,365	\$ 24,365
		<b>\$ 257,637</b>	<b>\$ 250,000</b>

The final chart shows total amount awarded in all grants combined.

<b><u>DMO/Organization Name</u></b>	<b><u>County</u></b>	<b><u>Contract</u></b>	<b><u>Actual Paid</u></b>
City of Kirksville	Adair	\$ 24,957	\$ 24,452
Benton County Tourism	Benton	\$ 29,500	\$ 17,669
Columbia CVB	Boone	\$ 149,248	\$ 126,357
Buchanan County Tourism	Buchanan	\$ 181,200	\$ 172,134
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 124,100	\$ 105,888
Callaway County Tourism	Callaway	\$ 36,500	\$ 36,496
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 5,196	\$ 5,201
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 321,600	\$ 313,609
Cape Girardeau CVB	Cape Girardeau	\$ 87,014	\$ 56,910
Van Buren Area Chamber	Carter	\$ 10,000	\$ 10,000
Clay County	Clay	\$ 65,299	\$ 44,772
Liberty CVB	Clay	\$ 4,050	\$ 4,059
Jefferson City CVB	Cole	\$ 86,415	\$ 86,290
City of Boonville Tourism	Cooper	\$ 15,750	\$ 15,187
Kennett Chamber	Dunklin	\$ 33,693	\$ 28,393
Washington Area Chamber	Franklin	\$ 24,688	\$ 24,647
City of Hermann	Gasconade	\$ 62,000	\$ 61,621
Springfield CVB	Greene/Polk/Christian	\$ 423,600	\$ 423,572
Clinton Tourism Association	Henry	\$ 10,000	\$ 8,172
City of West Plains Tourism	Howell	\$ 81,850	\$ 81,595
Visit KC	Jackson	\$ 332,000	\$ 332,000
City of Carthage	Jasper	\$ 100,000	\$ 85,262
Joplin CVB	Jasper	\$ 24,500	\$ 11,375
Jefferson County	Jefferson	\$ 51,500	\$ 51,245
Warrensburg CVB	Johnson	\$ 59,000	\$ 57,946
City of Lebanon	Laclede	\$ 61,700	\$ 61,700
Chillicothe CVB	Livingston	\$ 5,000	\$ 4,993
City of Hannibal CVB	Marion/Ralls	\$ 72,385	\$ 64,631
City of Maryville Tourism	Nodaway	\$ 16,396	\$ 14,125
Thayer Chamber	Oregon	\$ 20,000	\$ 10,000
Perry County Heritage Tourism	Perry	\$ 60,217	\$ 60,242
Sedalia CVB	Pettis	\$ 65,008	\$ 64,983
Rolla Area Chamber & CVB	Phelps	\$ 16,572	\$ 15,277
Platte County CVB	Platte	\$ 49,250	\$ 48,525
Pulaski County Tourism	Pulaski	\$ 110,192	\$ 106,218
Moberly Area Chamber	Randolph	\$ 13,876	\$ 13,862
Sikeston CVB	Scott	\$ 71,734	\$ 66,355
Greater St. Charles CVB	St. Charles	\$ 271,600	\$ 271,592
Maryland Heights	St. Louis	\$ 6,000	\$ 5,923
Explore St. Louis	St. Louis/City	\$ 520,400	\$ 520,587
Ste. Genevieve Tourism	Ste. Genevieve	\$ 35,000	\$ 18,339
Table Rock/Kimberling City Chamber	Stone	\$ 211,600	\$ 212,892
Branson Lakes Area Chamber/CVB	Taney	\$ 351,600	\$ 343,352
		<b>\$ 4,302,190</b>	<b>\$ 4,088,448</b>